

**TOWN THEATRE, INC.**  
**Board of Directors Meeting**  
**July 16, 2015 Highland Municipal Building 4:30 p.m.**

**Pledge of Allegiance**

The Board of Directors of the Town Theatre, Inc. began their meeting with the Pledge of Allegiance.

**Roll Call and Introduction**

Present on roll call included the following Town Theatre Board Members: Keith Bruxvoort, Bridget DeYoung, Dan Dunn, Michael Griffin, Bruce Leep, Michael Maloney and Tracy Oprea. Robin Carlascio had a family emergency and left before the meeting began. Dawn Diamantopoulos was absent. Attorney Carol Green-Fraley serving as the attorney for the Board was also present. Cecile Petro, Redevelopment Director was also present. The following members of the public were also in attendance: Chuck Haber.

**Minutes**

Board Member Keith Bruxvoort made a motion to accept the minutes as written for June 18, 2015. Board Member Michael Maloney seconded the motion. **Motion carried by unanimous voice vote.**

**Timeline for Construction and Operations**

Board Members discussed the timeline which reflected both construction and operational events. The Redevelopment Director, Cecile Petro, provided an update regarding the roof and it has been determined for structural reasons a complete replacement is necessary. A RFP's (a Request for Proposals) will be sent out to thirteen (13) architects next week and the deadline for responses is August 17, 2015. The RFP is seeking architectural and engineering services for phase II, the final phase of the Town Theatre project.

**Reports From Committees**

**Bylaws Committee:**

Nothing to report.

**Volunteer Committee:**

Marian Case has been working on updated the master list of volunteers. Cecile Petro advised that she needs about four (4) people to make calls to those who have indicated they wish to volunteer but have not stated the type of volunteer service they desire. Ms. Petro has space next to her office where these volunteers could work the phones.

**Programming Committee:**

Nothing to report.

**Membership:**

Committee Chair, Tracy Oprea, provided a status report from the Membership Committee. The Committee is having a membership drive at the Munster Farmer's Market on Sunday, August 16, 2015 from 8:00 a.m. to 2:00 p.m. Ms. Oprea is working on securing volunteers to work the booth.

**Publicity:**

The website for the theatre is: [www.thetowntheatre.com](http://www.thetowntheatre.com).

There was extended discussion concerning the importance of the website and communicating with the public on an ongoing basis. Robin Carlascio had previously volunteered to create the Town Theatre, Inc.'s webpage and due to her schedule she can no longer handle this task. In turn, President DeYoung reached out to Vezmar Media Group to secure a quote to retain their services to assist with getting the website up and running. It was discussed that we are trying to create a brand and we need to do it right from the get go. Michael Griffin stated the importance of retaining the services of a company that will handle both the website and communications and we need an IT company with talents in marketing. Currently our only source of recurrent income is the membership drive and we need the capability of reaching a greater number of individuals and businesses with our website. Ms. Petro advised she and Robin Carlascio had discussed the possible utilization of the Town of Highland's website. It is possible to have a link on the town's website that will be for the Town Theatre, Inc. and the membership form could be available, as well as a "button" for donations. Research does need to be done on companies to accept these payments and processing the same. We would want to get a reputable company that is low cost. It was unanimous that the website is very important; however, we don't want to make any quick decisions just to get the site up and running. We need to do it right the first time. It was decided to secure at least three (3) quotes from firms that will do both the website and communications together. Anyone that has contacts within this industry will provide President DeYoung with the same.

The Art and Culture District survey which was enclosed within the June 2015 *Gazebo Express* provided approximately 1,000 returned responses. Volunteers and staff are entering and tabulating the data. An update will be provided at our next Board meeting, if available.

**Technical Operations:**

Nothing to report.

**General Operations:**

Nothing to report.

**Maintenance:**

Jim Kessler is working on volunteers to maintain the theatre after it opens. Discussion was held regarding “skilled volunteers” and the need to have a strict schedule for them.

**Finance:**

Keith Bruxvoort stated we have everything we need to open our bank account at First Financial Bank. Discussion was held regarding the number of signatures needed on each check and who the signatories will be. A motion was made by Michael Maloney and seconded by Bruce Leep that Keith Bruxvoort, Bridget DeYoung and Dawn Diamantopoulous will be the designated signatories. **The Motion was carried by unanimous voice vote.** Each check written will be signed by Keith as Treasurer and then the second signature will be either Bridge or Dawn.

Board Member Bruxvoort has the key to the P.O. Box and will check for mail, make deposits as necessary and then provide Cecile Petro with any membership applications that come in.

**Fundraising:**

Discussion was held regarding the need to have a regular schedule of events until the theatre opens. One event every 3-4 months should be held and the event should be something that would be held at the Theatre once opened. The goal is to connect people to the Theatre on a regular basis.

The proposal for the Tom Foolery Fundraiser was discussed and President DeYoung advised this was a show Tom already had scheduled and he is proposing to make it a Fundraiser for the Theatre. There were questions concerning the beverage sales and ability to have any proceeds from the same designated as donations to the theatre.

There was also an extended discussion concerning Allen Edwards’ (Voice of Branson) interest / desire to have a show/concert here in Highland to benefit the theatre. This is a show only, no food or drink necessary, and it was even suggested to have it at Monbeck Auditorium, if the School Town of Highland would approve the same. Mr. Edwards requires a \$2,000.00 deposit and his manager, Vickie, would work with us to promote the event. President DeYoung will investigate the possibility of a venue for the same. Dan Dunn felt having this event was beneficial as Mr. Edwards is a local person and it is another event to bring attention to the theatre and an event that is different from the previous ones.

A fundraising goal was discussed and Michael Griffin suggested it be at least 18 months of salary and benefits, plus light operational costs. As to the potential consultant, there needs to be specific guidelines of what is expected by this person regarding fundraising, the minimum amount expected to be raised (\$100,000.00), a set number of events and if the person fails to reach the guidelines he/she forfeits a percentage of their salary.

Proposal examples by “Giving Tree Association” and “Winkler Group” were reviewed and discussed.

In the end President DeYoung will research this more, she will set a goal and have supporting documentation/information available at our August Board Meeting. Dan Dunn offered to assist Bridget with regard to meeting with the various companies and interviewing individuals. Ms. Petro advised she will contact Steve Libman and Michael Griffin offered to contact Cindy Hall.

**Adjournment:**

President, Bridget DeYoung declared the agenda completed and adjourned the meeting at 6:10 p.m.

Respectfully submitted,

Tracy S. Oprea, Secretary  
Town Theatre, Inc.